

Message Text

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PAGE 01 YAOUND 04274 241036Z

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ACTION COME-00

INFO OCT-01 AF-06 ISO-00 EB-07 OPIC-06 AGR-10 /030 W

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R 240905Z DEC 75

FM AMEMBASSY YAOUNDE

TO SECSTATE WASHDC 7393

INFO AMCONSUL DOUALA

UNCLAS YAOUNDE 4274

E.O. 11652: N/A

TAGS: BEXP, CM

SUBJ: PROPOSED FY 1977 TRADE PROMOTION SCHEDULE WESTERN AND CENTRAL
AFRICA

REF: A) STATE 294627., B) STATE 296336

EMBASSY YAOUNDE/CONSULATE DOUALA HAVE REVIEWED PROPOSED EVENTS LISTED REF A. FOLLIWNG SUGGESTIONS PREDICATED ON SUPPOSITION THAT DATES FLEXIBLE, PARTICULARLY WHEN NUMBER COUNTRIES INVOLVED, SO THAT EVENTS TENTATIVELY SCHEDULED SAME MONTH (SEE A AND D BELOW) COULD, IN FACT, BE HELD A MONTH OR LONGER APART BY POST BEING AT BEGINNING ONE ITINERARY AND END OF ANOTHER. ON THIS BASIS WOULD RANK EVENTS DESIRED FOR CAMEROON IN FOLLOWING ORDER OF PREFERENCE:

A. JANUARY 1977 INTEGRATED AGRIBUSINESS TECHNICAL SALES SEMINAR (FOR WHICH CAMEROON NOT ON PROPOSED LIST). BELIEVE THIS AREA GREATEST POTENTIAL AMERICAN BUSINESS AND WOULD BE GOOD FOLLOW-UP TO OPIC-SPONSORED INVESTMENT MISSION TENTATIVELY SCHEDULED MARCH 1976 (REF B).

B. NOVEMBER 1976 FOOD PROCESSING AND PACKAGING TRADE MISSION WOULD FIT NEATLY IN BETWEEN OPIC MISSION AND AGRIBUSINESS TECHNICAL SALES SEMINAR.

C. APRIL 1977 COMMERCIAL FISHING TECHNICAL SALES SEMINAR NOT RATED TOP PRIORITY PRESENT TIME DUE UNSETTLED STATE CAMEROONIAN FISHING INDUSTRY AND LIMITED NUMBER OPERATING COMPANIES (FIVE).

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BELIEVE LOCAL COMPANIES WOULD BENEFIT FROM SEMINAR, BUT

COMMERCIAL OPPORTUNITIES PRESENTLY RATHER LIMITED DUE ORIENTATION OF FIRMS. SITUATION MAY CHANGE BY END OF NEXT YEAR AS AMERICAN- OWNED COMPANY COULD OBTAIN MANAGEMENT CONTRACT FOR ONE COMMERCIAL (SPANISH) FISHING COMPANY AND FURTHER CHANGES IN INDUSTRY EXPECTED. CURRENTLY COMPANIES OWNED BY CAMEROONIAN, AMERICAN, FRENCH, SPANISH, NIGERIAN AND ISRAELI INTERESTS.

D. JANUARY 1977 WOODWORKING CATALOG SHOW OF LOW PRIORITY DUE RATHER LIMITED SUCCESS PREVIOUS EFFORTS AGRICULTURAL EQUIPMENT AND SUPPLIES (JAN. 27-31, 1975) AND FOOD PROCESSING AND PACKAGING (JUNE 17-21, 1974) CATALOG SHOWS. EMBASSY AND CONSULATE WILLING MAKE ANOTHER ATTEMPT IF MATERIALS AVAILABLE IN FRENCH (NOTE OTHER POSTS UNDER CONSIDERATION ALSO FRANCO-PHONE), EMPHASIS PLACED ON SMALL-SCALE WOODWORKING MACHINES, SERVICES FRENCH-SPEAKING INDUSTRY TECHNICAL REP DEFINITELY CONTRACTED FOR BEFORE FINAL SHOW DATES ESTABLISHED AND HIS SERVICES AVAILABLE CAMEROON FOR 9-12 DAY PERIOD TO ENABLE US HOLD SHOW BOTH YAOUNDE (GOVT) AND DOUALA (BUSINESS).
SPIRO

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 24 DEC 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975YAOUND04274
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750447-0208
From: YAOUNDE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19751213/aaaaalao.tel
Line Count: 80
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 STATE 294627
Review Action: RELEASED, APPROVED
Review Authority: ElyME
Review Comment: n/a
Review Content Flags:
Review Date: 11 JUN 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <11 JUN 2003 by ReddocGW>; APPROVED <09 FEB 2004 by ElyME>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: PROPOSED FY 1977 TRADE PROMOTION SCHEDULE WESTERN AND CENTRAL AFRICA
TAGS: BEXP, CM
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006